

Fireside Chat | [Performance Marketing] What You Really Need to Measure: Setting Key Marketing Metrics for Greater Revenue



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Regional ESG Marketing
Director: Asia, Pacific,
Middle East & Africa
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Broadridge

Keren O'Loan

Marketing Director
Broadridge

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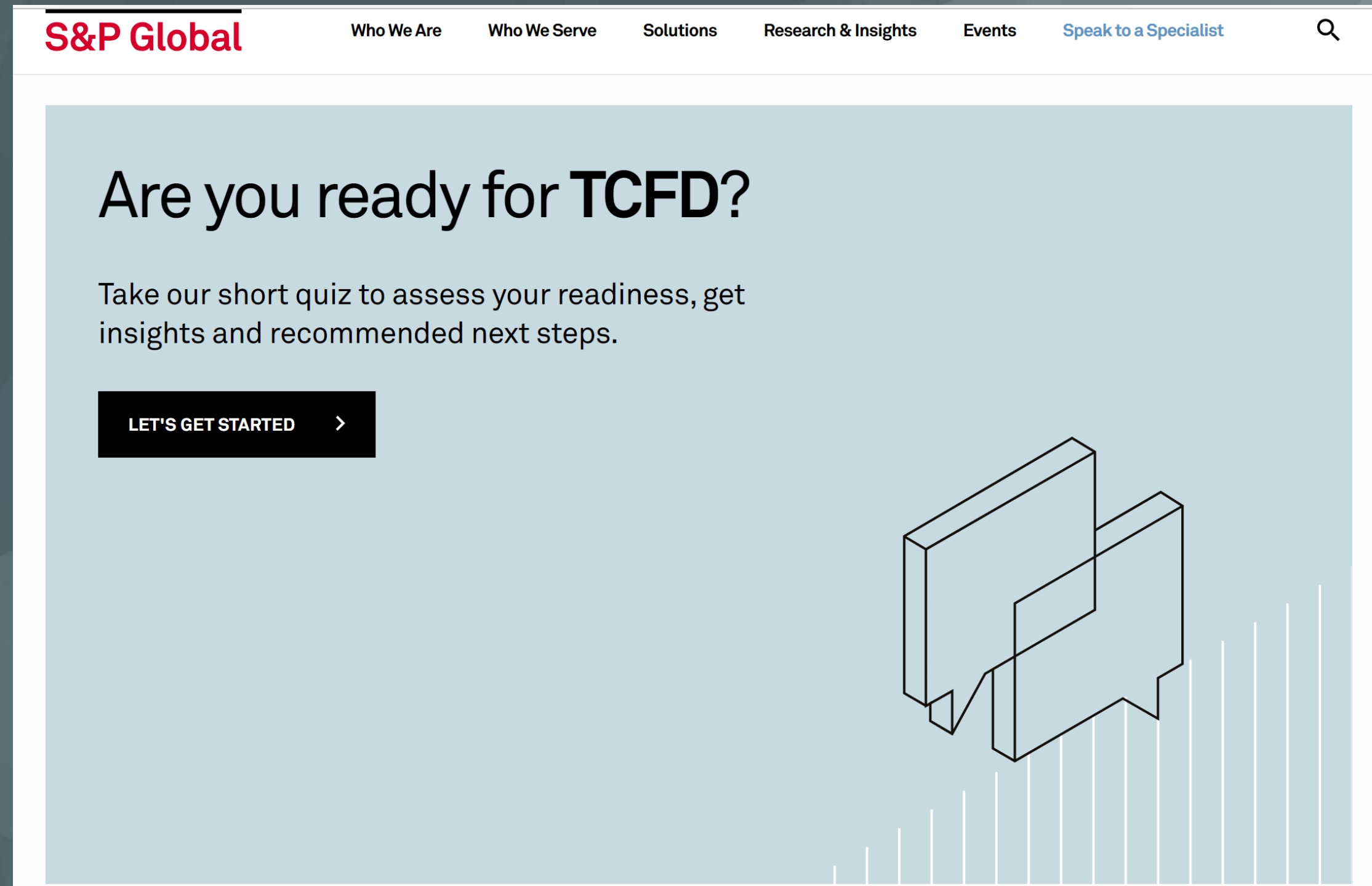


What do you measure in marketing metrics?

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1. How to maximise returns on your marketing expenditures by putting the most effective advertising and targeted campaigns?

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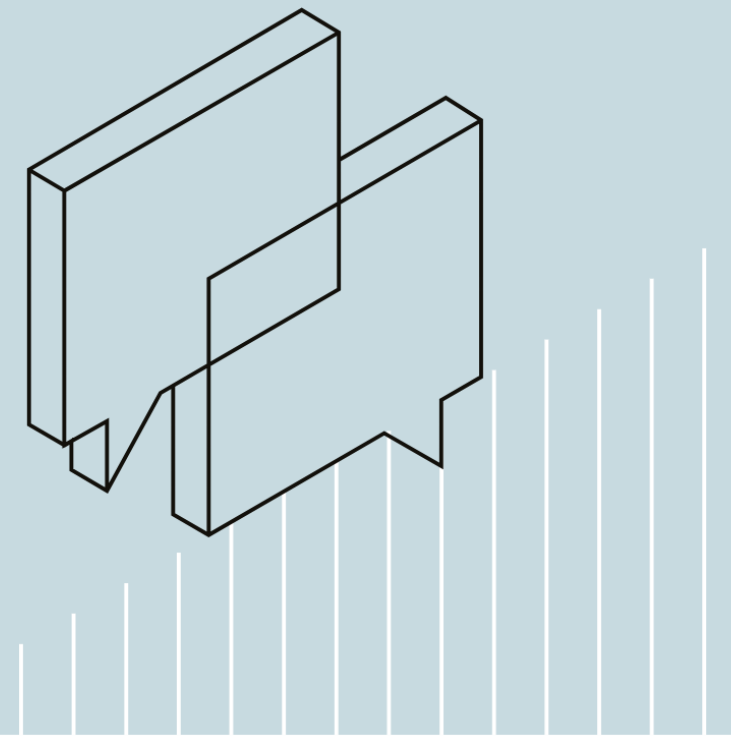


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Are you ready for **TCFD**?

Take our short quiz to assess your readiness, get insights and recommended next steps.

LET'S GET STARTED >



Broadridge Digital Transformation and Next-Gen Technology Study



<https://www.broadridge.com/2023-digital-transformation>

Marketing channels

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MOBILIZING THE POWER OF DIGITAL CHANGE

HOW TO INFLUENCE YOUR FIRM'S TECH FUTURE
JANUARY 26, 2023 | 11 AM ET/ 4PM GMT

Mobilizing the Power of Digital Change: How to influence your firm's tech future

Available On Demand | 1 hour, 2 minutes

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Please submit a question you would like addressed during this webinar?*

REGISTER

Financial firms are at an inflection point in their digital journeys as they contemplate choices that will forever change how they operate. Most have squeezed as much as they can from incremental advances and operational efficiency — the new mission is to reinvent through disruptive technologies.

Join us to hear senior industry innovators from leading firms share how they are navigating to this new digital future and reinventing their businesses for the next chapter in digital transformation.

Reflecting on findings from Broadridge's 2023 survey of 500 C-suite executives globally, panelists will discuss:

- **What's next?** What does the future hold for digitalization, and can companies transform fast enough?
- **Juggling now and next:** Where are firms on their journey toward embracing disruptive technologies and updating legacy tech? What are the use cases that are generating value?
- **The war for talent:** How do innovation programs help firms attract talented staff to carry on the journey?
- **Collaborate to innovate:** How can tech leaders and business leaders in an organization work more effectively together to make transformation a success?

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Speakers:

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28% of leaders say they are boosting their spending on AI technology. Curious about where else leading firms are focusing?

Read our study of 500 C-suite executives to find out what tools are delivering the most value and where industry leaders are placing their bets: <http://bit.ly/3SK4Ykt>
[#BusinessTransformation](#) [#FinTech](#) [#FinancialServices](#) [#DigitalTransformation](#)

Play

0:42

Jaya Krishna Reddy Guju and 23 others · 1 repost

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500 C-Suite leaders are talking about digital transformation. Are you listening?

BI Broadridge Financial Solutions, Inc. <broadridgeinfo@broadridge.com>
To: O'Loan, Keren

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Broadridge Report

Digital transformation enters a new phase - here's what comes next

[Explore the findings](#)

Did you know that financial firms classed as Digital Leaders now allocate 27% of their IT budget to digital transformation?

The [Broadridge 2023 Digital Transformation Study](#) provides an expansive view of digital transformation leadership across the global financial services industry. It offers unique insights based on interviews with 500 C-suite executives globally across the buy-side and sell-side.

Learn:

- Where Digital Leaders are investing and placing their bets
- The role of AI and DLT, as well as more nascent technologies like quantum computing and the metaverse
- How technology will transform financial services in the next 10 years
- Practical steps that leading firms take to accelerate transformation

LEARN MORE

- Awareness: events, media mentions, social media, search and paid display
- Interest: targeted content, event attendance
- Consideration: content and case study downloads
- Intent: form fills, contact us requests and lead gen outreach
- Evaluation: MQLs

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2. How to benchmark your marketing performance across multiple channels

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3. What are the lessons learnt from the experience and how did you base on the learning for other marketing campaigns?

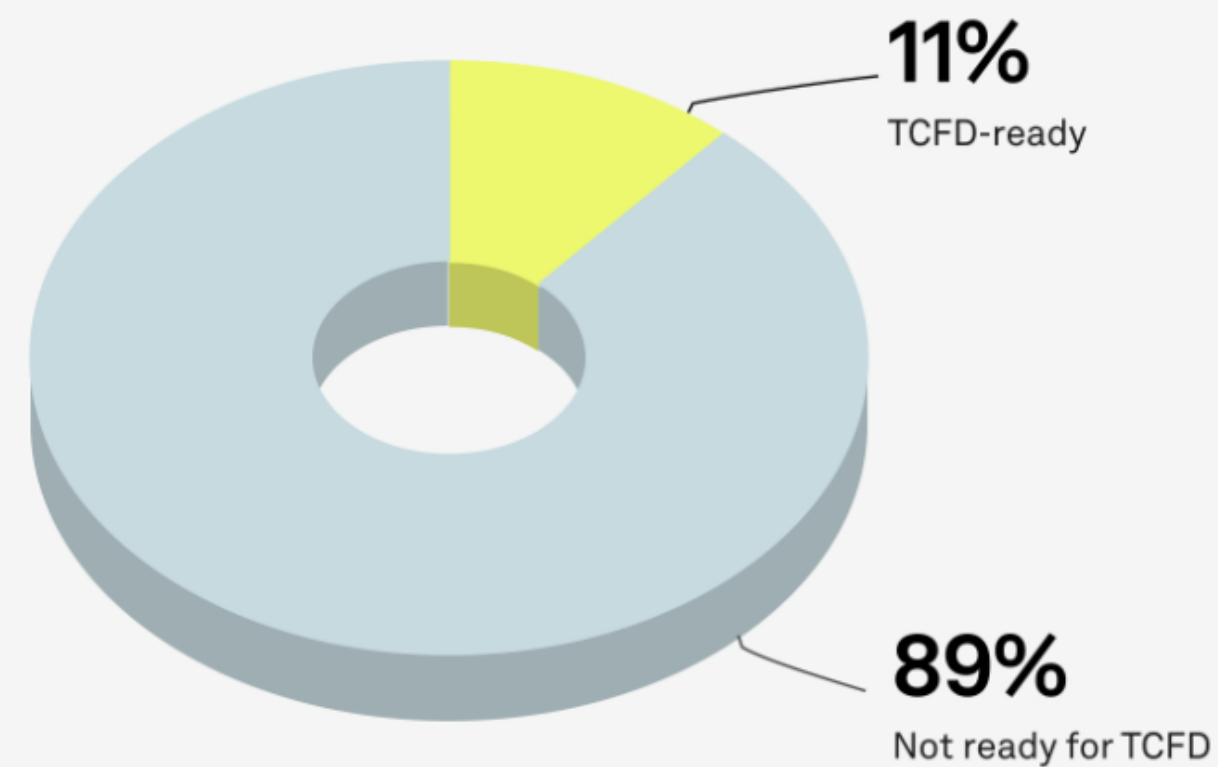
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Are you ready for TCFD?

Globally, TCFD support is increasing, with multiple jurisdictions seeking to mandate TCFD reporting. But for many, implementation is challenging. Take our short quiz to assess your readiness, and see how you stack up to your peers below.

Take Quiz >

MOST RESPONDENTS NOT FULLY READY FOR TCFD



Data based on over 1000 quiz responses globally since Aug 2022.

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Key Takeaways

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Q&A



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